IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

Confirmation No.: 4552

Syunji SUGAYA

Date: March 12, 2008

Serial No.: 10/018,510

Group Art Unit: 3622

Filed:

December 14, 2001

Examiner: Namrata BOVEJA

For:

ADVERTISING SYSTEM

VIA EFS-WEB

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT/SUBMISSION

Sir:

This is a response to the Office Action mailed October 12, 2007 in the above-identified application. Reconsideration of the application is respectfully requested.

FEE CALCULATION

Any additional fee required has been calculated as follows:

X If checked, "Small Entity" status is claimed.

	No. Claims After Amendment		Highest No. Previously Paid For		Extra Present		Rate	ADDIT. FEE	
TOTAL	36	MINUS	54	*=		X	(\$25 SE or \$50)	\$	0.00
INDEP	14	MINUS	29	** =		X	(\$105 SE or \$210)	\$	0.00
First Presentation of Multiple Dependent Claim						X	(\$185 SE or \$370)	\$	0.00
* not less than 20							TOTAL	\$	0.00

In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee during the prosecution of this application is not paid, the Patent Office is authorized to charge the underpayment to Deposit Account No. 15-0700.

CONTINGENT EXTENSION REQUEST

If this communication is filed after the shortened statutory time period had elapsed and no separate Petition is enclosed, the Commissioner of Patents and Trademarks is petitioned, under 37 C.F.R. § 1.136(a), to extend the time for filing a response to the outstanding Office Action by the number of months which will avoid abandonment under 37 C.F.R. § 1.135. The fee under 37 C.F.R. § 1.17 should be charged to our Deposit Account No. 15-0700.

SUMMARY OF AMENDMENTS

1.	If checked, an abstract (an amended abstract) is submitted herewith.	•
2.	If checked, amendment(s) to the drawings are submitted herewith.	
3.	If checked, amendment(s) to the specification are submitted herewit	th.
4	X If checked amendment(s) to the claims are submitted herewith	